

REPT4D
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

39

POST :503-MANILA

001-AGRI & FOOD PRODUCTS & SERVICE
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR
POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM

300 TO 500 HEAD PER YEAR.

DEVELOP RELATIONSHIP WITH PROCESSED FOOD IMPORTERS
INTRODUCTION OF CANADIAN PROCESSED FOOD PRODUCTS IN THE

MARKET.

MONITOR GOVT POLICY ON FRUIT IMPORTATION
INCREASE IMPORTATION OF CANADIAN FRUITS.

ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA

CANADIAN FOOD AND BEVERAGE SHOW '89
INCREASED AWARENESS OF CANADIAN PROCESSED FOOD FOR POSSIBLE

MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow-up on jv opportunities fm Feb investment
mission. Maintain contact with trade and alert
Cdn cos to opportunities. Gather info on process
ed food mkt and Cdn cos active in region in prep
for Oct food and beverage show.

Assisted in new buying arrangements for 7 Cdn
processed food suppliers. Completed article on
Phil agri-food market opportunities for publica-
tion in Canada.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----